



Presented by the City of Sonoma in partnership with Sonoma Valley Chamber of Commerce

Beer & Wine Vendor Application

Application Due Date:	February 17, 2023
Mail or Deliver Application & Fee to:	City of Sonoma Attn: STNM Market Advisory Committee No. 1 The Plaza Sonoma Ca 95476

Fee per Vendor & Location	Beer/Wine Stall Fees
Within City Limits	\$250
Sonoma Valley (South of Oakmont North of 37 along Hwy 12)	\$300
Sonoma County	\$350
Outside Sonoma County	Not Allowed

*The fees quoted above are for 10'x10' stall

The main focus of Sonoma's Tuesday Night Market (STNM) is making fresh, healthy, locally grown produce from small-scale farmers available to our community. And provide a community gathering place for our residents of Sonoma Valley.

- ❖ In evaluating Alcohol vendor applications to STNM, we consider the following criteria: small scale, locally based businesses; polyethylene-free packaging; high-quality, affordable options for purchase; compliance with all applicable local, county and state ordinances and permitting.
- ❖ **BEER & WINE VENDORS:** to limit access to your booth, we require the back and sides of you canopy to be enclosed to at least table height. No product should be accessible by reaching into your area from the sides or reaching into your stall.
- ❖ **WINE VENDORS:** due to state regulations, we can only allow the sale of **estate grown wines.**
- ❖ All accepted vendors must read and comply with the Sonoma's Tuesday Night Market Rules and Regulations found on the vendor page, at www.SonomasTuesdayNightMarket.com.
- ❖ Enclose your payment! Applications without the \$45 application fee will not be considered! Any late applications received after the February 17, 2023; deadline must pay a late application penalty fee of \$30. Total Late Application Fee is \$75.



Questions? Contact Jerry Wheeler, Market Manager
sonomatuesdaynightmarket@gmail.com or Call 707/974-0216

Important Notes for 2023

- ❖ We expect the 2023 Market to reach full or nearly full booth capacities. The City of Sonoma and Sonoma Valley Chamber of Commerce continue to partner to present STNM for 2023. The Market operates from May through the end of September, a total of 20 market nights. There will be **no market the weeks of July 4 and August 1, 2023** due to other community events scheduled those weeks.
- ❖ Stall Fees: For vendors who business is within City limits the stall fee will be \$250, and for vendors who are located outside of City limits but within the valley (south of Oakmont North along Hwy 37. There will be consideration of vendors who are outside of Sonoma Valley but within Sonoma County, their fees would be \$350 per 10'x10'.
- ❖ Please note: effective March 1, 2019 the use of single use plastics at Plaza events is prohibited. This includes all plastic beverage containers (bottled water), plastic bags, utensils, plastic plates and cups. There are a variety of plant-based paper products that can be used. Please be sure to choose a brand that does not contain a high wax/plastic polymer coating. Local retailers will be posted on our website.
- ❖ A volunteer Market Advisory Committee made up of local citizens will review all vendor applications during the month of February, using objective criteria determined by the City of Sonoma and Sonoma Valley Chamber of Commerce. Vendor applicants will be notified by March 1, 2023, if they have been accepted into the 2023 Sonoma's Tuesday Night Market. Any vendor applicant may appeal the Market Advisory Committee's decision.
- ❖ We are excited to welcome former vendors to our 2023 season. Any new changes and procedures are designed to ensure a fair, unbiased selection process, a safe and well-run market for patrons and vendors, and a welcoming event for our community, including our Plaza merchants and restaurants.
- ❖ **New to 2023 market season by applying to participate in the market you are committing to participate in all 20 of the nightly markets. All vendors will be required to pay for their stall fee regardless of attendance.**

Please retain this page for your records—DO NOT return it with your completed application!



Beer and Wine Application and Required Documents

**Additional documents may be required

Required Documents		Additional Information
<input type="checkbox"/>	ABC License - Master	Beer Manufacture- Type 01 Winegrower – Type 02
<input type="checkbox"/>	ABC License – Certified Farmers Market Permit	Market Beer Sales Permit Type 84 Market Wine Sales Permit Type 79 (Estate Grown Only)
<input type="checkbox"/>	CA Dept of Tax and Fee Seller’s PERMIT	https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm
<input type="checkbox"/>	SELLER’s PERMIT indicating Sonoma Plaza sub-location	https://www.cdtfa.ca.gov/ Log on to your CA Dept of Tax and Fee Admin account and add the City of Sonoma, #1 The Plaza, Sonoma, CA 95478 as a sub-location
<input type="checkbox"/>	2023 City of Sonoma Business License	https://www.sonomacity.org/documents/business-license-application/
<input type="checkbox"/>	Complete menu of list of items for sale, WITH PRICING	Prior to any additions/changes please submit in writing (via email is best) manager@sonomastuesdaynightmarket.com
<input type="checkbox"/>	Insurance Liability	Liability Insurance naming the City of Sonoma #1 The Plaza, Sonoma, CA 95476 and Sonoma Valley Chamber of Commerce 651 Broadway, Sonoma, CA 95476 as additional insured- Insurance to include \$2M General Liability per occurrence
<input type="checkbox"/>	Insurance/Vehicle	Copy of current market vehicle insurance coverage card
<input type="checkbox"/>	Sonoma’s Tuesday Night Certified Farmers Market Complete vendor Application	

Business Name: _____

Name and Title of Person Applying: _____

Business Location: _____

City: _____ **State:** _____ **Zip Code:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Website URL: _____

Email Address: _____

Business Phone: _____ **Cell Phone(s):** _____



Best Way to Contact You (circle one): *Email* **Business Phone** **Cell Phone**

Please indicate what you will allow us to post on the STNM website:	
<input type="checkbox"/> Business Phone	<input type="checkbox"/> Cell Phone
<input type="checkbox"/> Address	<input type="checkbox"/> Email
<input type="checkbox"/> Link to your website	<input type="checkbox"/> Nothing

Sonoma's Tuesday Night Market has a weekly marketing program which includes vendor spotlights, and a robust market website. Please include a description that can be used for marketing purposes:

Sonoma's Tuesday Night Market Runs from the beginning of May through the end of September. Preference is given to vendors who commit to our entire season. Please note there will be no market July 4 and August 1.

Are you committing to the entire season? (circle one) **Yes** **No**

If NO, what are your beginning and ending dates for attending the Market _____ - _____
Beginning Ending

How many stalls do you need? (Please check the appropriate box):

- One (1) One and half (1.5) Two (2) Two and a half (2.5) Food Truck
- (10'x10') (10'x15') (10'x20') (10'x25') (10'x30')

Note: Due to Fire Dept. regulations most prepared food vendors will be required to rent a minimum of 10'x15' space.

Do you need a power source? (circle): **No** **Yes** **Yes**
**If requesting 240V, include a photo of your plug and amperage requested* 120V *240V

Circle all that apply.

Business Ownership (circle any below):

Sole Proprietor Partnership/LLC Corporation Family-owned

Where do you sell your products? (Circle all that apply)

<input type="checkbox"/> Other Farmers Markets	<input type="checkbox"/> Your Business	<input type="checkbox"/> Special Events & Festivals
List the other farmers markets you participate in:		



Please list below all individuals that you anticipate will work at your stall * This information allows the market to comply with the California Farmers Market regulations and in case of emergency.

Name	Cell Phone Number	Family, Friend, or Employee

Space for additional information, including any requests for a specific location within the market (specific placement requests cannot be guaranteed):

Describe your business history and business philosophy:

Describe your product and any interesting facts about how it is made:

Describe any specialty items you offer/offer:



All applicants must attach a menu/product list with descriptions and prices. All menus will be approved prior to the market season, and changes to the menu have to be submitted to the market operator prior to items being sold onsite.

Permits/Registrations/Certifications

(Attach copies of any permits, registrations, or certificates, if available.

Copies will be required prior to the market start date.)

Type of permits, registrations, or certificates	
City of Sonoma Business License: https://sonomabuslic.sonomacity.org/	Expiration Date
Alcohol Sales License #	
Beer license (Type 01)	
Wine license (Type 02)	
ABC – Farmers Market Permit	
Market Beer Sales Permit (Type 84)	
Market Wine Sales Permit (Type 79)	
Organic:	Certified since what year?
Certifying Agency:	
CDFA Organic Registration #	
Other Certifications/ Registrations/ Permits:	
Type of Certification/Registration/Permit:	Since what year?
Agency:	
Type of Certification/Registration/Permit:	Since what year?
Agency:	



Initial Here	Please read and initial each item and sign and date below:
	I understand that I must submit a complete application, answering all questions and I acknowledge that an incomplete application may be rejected.
	I understand that a \$45 non-refundable application fee must be submitted with my application. If I am submitting my application after the February 17, 2023, deadline, I have also included a \$30 late penalty, for a total LATE APPLICATION FEE of \$75. Checks should be made payable to "City of Sonoma"
	I understand that this application is non-binding until both parties have signed the agreement.
	I understand that, if my business is accepted to participate as a vendor in the 2023 Market season, all required paperwork or agreements must be provided/completed prior to my business being allowed to set up and participate at the Market.
	If my business is accepted to participate as a vendor in the 2023 Market season, I agree that I and any employees or family members who will work at the Market will read and comply with the Rules and Regulations of Sonoma's Tuesday Night Market at www.SonomasTuesdayNightMarket.com .
	I understand that City of Sonoma records, including this application, attachments and emails, are subject to the California Public Records Act.
	I understand that if I do not show for a market I am responsible for paying my nightly stall fees. And I will make every attempt to notify the market manager via email manager@sonomastuesdaynightmarket.com of my absence.

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Activity or Event under the City of Sonoma Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. I agree to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. I agree to abide by all rules, regulations and permit conditions and further certify that I, on behalf of the Vendor organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any cost and fees that may be incurred by or on behalf of the vendor to the City of Sonoma. Such City Services may include, but are not limited to, Police, Fire, Public Works, Parks and Recreation, Business License and/or other necessary services provided by the City of Sonoma.

If the permit is granted, this application and supporting documents form a contract between the City of Sonoma and the Applicant relating to the described event. Applicant then becomes contractually obligated to the City of Sonoma regarding all requirements of the issued permit



and agrees to protect, defend, indemnify and hold harmless the City of Sonoma and its officers, agents and employees from and against any loss, injury, damage, claims, actions or lawsuits arising out of or in connection with Sonoma's Tuesday Night Farmers Market or the intentional or negligent acts, errors or omissions of the Applicant, volunteers, agents and event participants, including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified.

Applicant Signature: _____ Date: _____

Printed Name /Title: _____

For Internal Purposes Only:

Required Documents Received	
<input type="checkbox"/>	CA Dept of Tax and Fee Adm. SELLER's Permit
<input type="checkbox"/>	CA Dept of Tax and Fee Admin CDFTA-410-D indicating Sonoma Plaza sub-location
<input type="checkbox"/>	2023 City of Sonoma Business License
<input type="checkbox"/>	Beer Manufacture License Type 01 <input type="checkbox"/> Market Beer Sales Permit 84
<input type="checkbox"/>	Winegrowers License Type 02 <input type="checkbox"/> Market Wines Sales Permit 79 (estate grown)
<input type="checkbox"/>	Complete menu with list of items for sale and pricing
<input type="checkbox"/>	Insurance Liability
<input type="checkbox"/>	Insurance/Vehicle
<input type="checkbox"/>	Submitted marketing information for the website (includes photos, description, and menu items)
<input type="checkbox"/>	Application fee is paid in full

City of Sonoma Signature: _____ **Date:** _____

Printed Name/Title: _____